

**From:** Ippolito, Noreen  
**Sent:** Tuesday, August 30, 2016 9:48 AM  
**To:** Lawless, Dana <DanaLawless@iheartmedia.com>  
**Subject:** FW: Tobacco Ads Cease & Desist

**From:** Emmie Johnson [mailto:[emmie@emjpublicaffairs.com](mailto:emmie@emjpublicaffairs.com)]  
**Sent:** Friday, August 26, 2016 6:53 AM  
**To:** [info@yeson56.org](mailto:info@yeson56.org)  
**Subject:** Tobacco Ads Cease & Desist

Ten days ago, our campaign submitted the attached materials about the factually false and deliberately misleading ads running on your station. I wanted to follow up to ensure you'd seen these requests and call your attention to two recent refutations of the ads in question from the Sacramento Bee ([Tobacco Companies Mislead Voters in Radio Ad](#)) and Capitol Public Radio ([Big Tobacco blowing smoke in claim about California's Prop 56](#)). Please let me know if you have any questions or need to be put in touch with our attorneys on this matter. Thank you.

Emmie Johnson  
Deputy Campaign Manager  
Yes on 56 - Save Lives California

## Adrid, Evelyn

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**From:** Lois Ramer <info@mail180-145.suw31.mandrillapp.com> on behalf of Lois Ramer <info@yeson56.org>  
**Sent:** Thursday, August 18, 2016 16:27  
**To:** Ippolito, Noreen  
**Subject:** Stop airing the misleading ads attacking Prop. 56

Dear Noreen Ippolito,

As a listener of your station, I am urgently requesting that you immediately stop airing the misleading ads attacking Proposition 56. These ads are false. Proposition 56 saves lives and protects our children by keeping them from smoking and by funding school-based tobacco prevention & cessation programs. So when Big Tobacco runs ads falsely claiming that no money from the proposed tobacco tax would go to schools, they're lying.

Read more information here: <http://www.yeson56.org/>

Please remove these false, misleading ads from your airwaves.

Thank you.

Lois Ramer

## Adrid, Evelyn

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**From:** Josh Brown <info@mail180-145.suw31.mandrillapp.com> on behalf of Josh Brown <info@yeson56.org>  
**Sent:** Thursday, August 18, 2016 16:19  
**To:** Ippolito, Noreen  
**Subject:** Stop airing the misleading ads attacking Prop. 56

Dear Noreen Ippolito,

As a listener of your station, I am urgently requesting that you immediately stop airing the misleading ads attacking Proposition 56. These ads are false. Proposition 56 saves lives and protects our children by keeping them from smoking and by funding school-based tobacco prevention & cessation programs. So when Big Tobacco runs ads falsely claiming that no money from the proposed tobacco tax would go to schools, they're lying.

Read more information here: <http://www.yeson56.org/>

Please remove these false, misleading ads from your airwaves.

Thank you.

Josh Brown